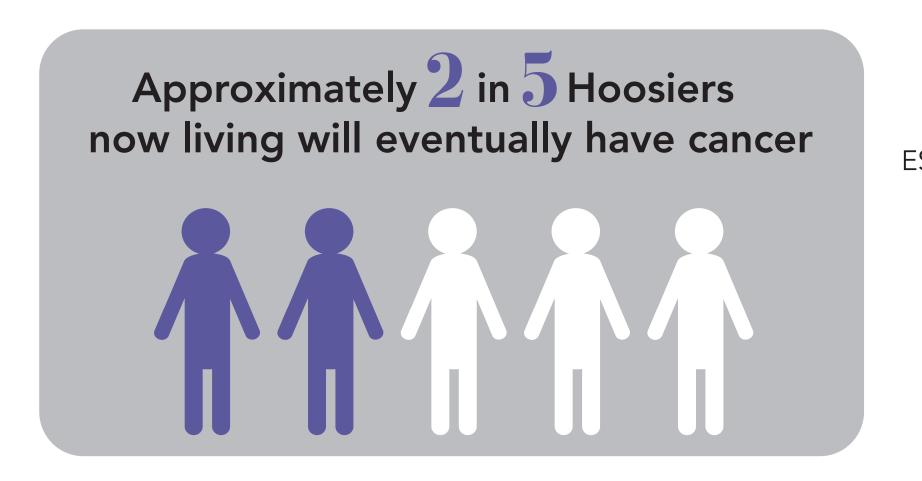
Increasing the Capacity to Implement Policy, Systems and Environmental Change Interventions to Prevent and Control Cancer in Indiana

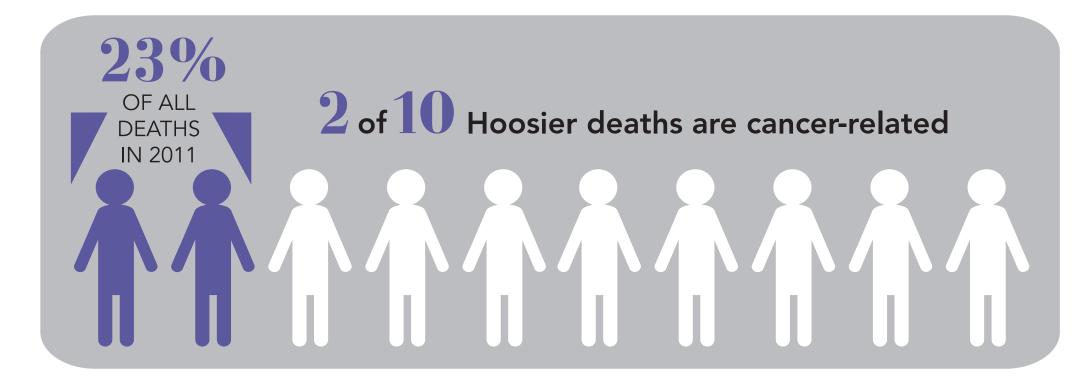
Authors: Emily Jones, BA; Caleb Levell, BA

Background

Health policy at the local, state, or federal level has a large impact on the community, guiding the public to choose healthy behaviors and increase accessibility to healthier options. State cancer control programs are in a unique position to implement policy, systems, and environmental (PSE) changes and evoke sustainable, far-reaching impact on the burden of cancer. The Indiana Cancer Consortium (ICC) implements a strategic cancer-related policy agenda to influence the health of Indiana residents.

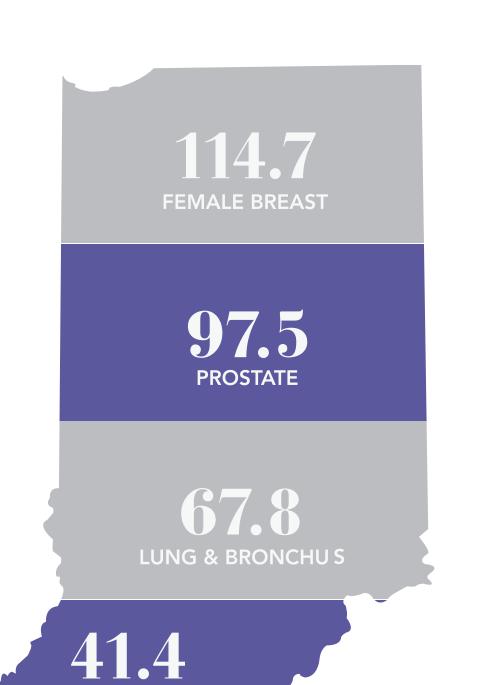
Impact of Cancer in Indiana



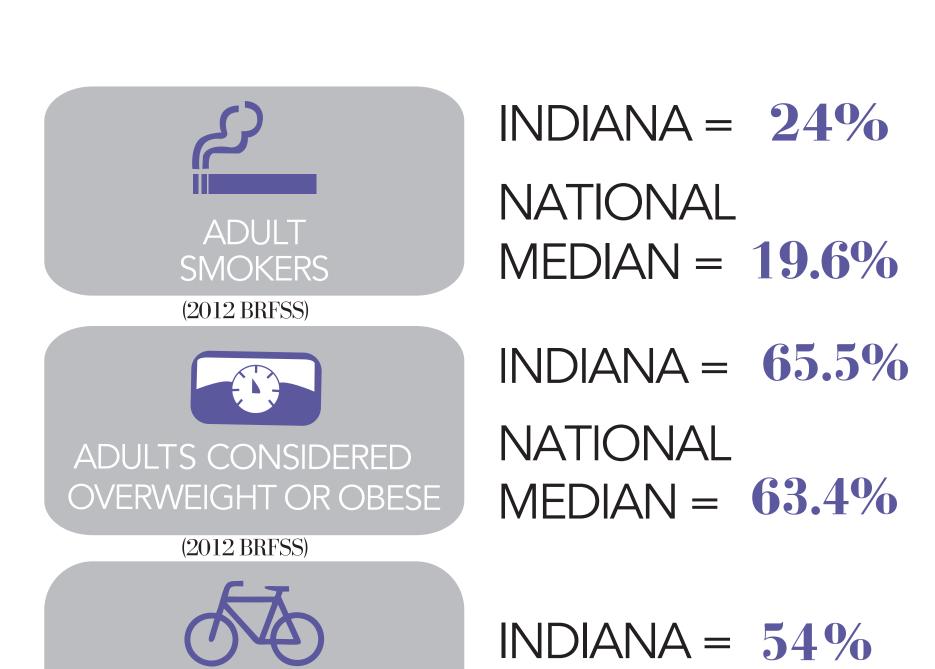


MEDIAN = 48.3%

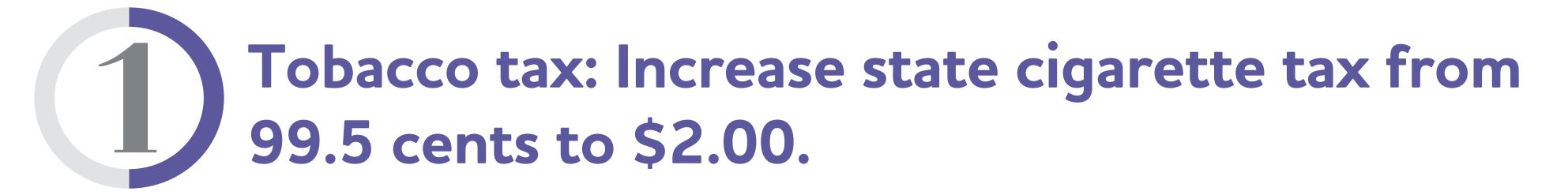
Top 4 Cancers Incidence Rates*



Risk Factors



Policy Initiatives



Current Landscape

- Despite a \$0.44 cigarette tax increase in 2007, Indiana has one of the lowest cigarette taxes in the U.S. at \$0.995/pack compared to other states' average of \$1.68/pack.
- In 2013, ICC released the Brown Cigarettes Report, which provides the evidence base to support reclassifying brown cigarettes as regular cigarettes. Brown cigarettes are priced and taxed at a lower rate than regular cigarettes, thus increasing their use and appeal.

	Avg. Wholesale Price (Delivered)	Indiana Tax	Federal Tax	Total Avg. Cost Per Pack
Regular Cigarette	\$4.84	\$0.995	\$1.01	\$6.84
Little Cigar	\$2.50	\$0.60	\$1.01	\$4.11

Looking Ahead

Work with partners to support the efforts of a statewide tobacco tax campaign during 2014-2015, and educate about the benefits of increasing tobacco tax and reclassifying brown cigarettes as a way to prevent and control cancer.

▲ Smokefree air: Support the passage of a comprehensive statewide smokefree air law.

Current Landscape

In 2012, Indiana passed its first statewide smokefree air law covering nearly all public places in the state, including restaurants and other workplaces. Local communities have the ability to adopt stronger smokefree air laws than the state law.

* Brown Cigarettes Report, 2013

Looking Ahead

- Protect Indiana's statewide smokefree air law and convene partners to strengthen Indiana's law.
- Educate ICC membership on tobacco control advocacy and how to become involved in local smokefree air campaigns.

Complete Streets: Increase the number of policies from three to seven

Current Landscape

- From 2010 to 2014, the number of Complete Streets policies in Indiana increased from three to 12. In 2012, Indianapolis' Complete Streets policy was ranked the strongest in the nation. In 2013, Peru, Indiana, received recognition as the number two Complete Streets policy.
- The ICC provides technical assistance to statewide coalitions and partners by offering media advocacy trainings and disseminating resources about the connection between the built environment and primary prevention of cancer.

Looking Ahead

Current Landscape

Maintain active partnerships with the Indiana Complete Streets Coalition and Division of Nutrition and Physical Activity to pass local ordinances and support statewide adoption of Complete Streets in all future and existing transportation projects.

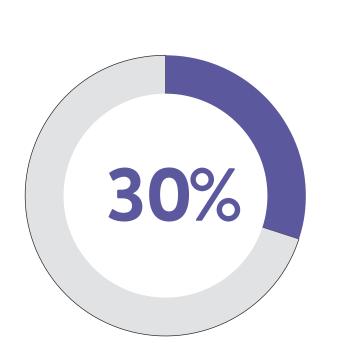
physical activity a day in elementary schools. Looking Ahead

- "The Burden of Obesity Related Cancers Educate communities, and the Promotion of Physical Activity in organizations, and school districts about the burden of obesity-related Indiana" describes cancers associated with obesity and outlines PSE approaches cancers, and how PSE interventions that can be adopted at the state, in school settings positively community, and school district level to influence the primary prevention of increase opportunities for physical cancer. activity, especially among children.
- Inform decision-makers on how PSE The ICC supports efforts to incorporate changes in schools and communities encourage physical activity by physical activity standards in school making the healthy choice the easy wellness policies and also supports statewide physical education and activity choice. advocacy campaigns.

Physical Activity: Support 30 minutes of

Results

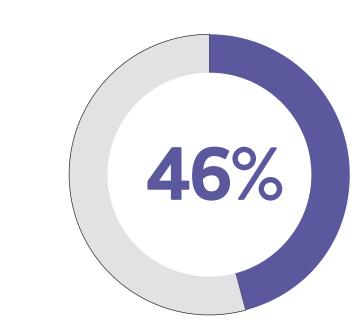
Since adoption of the policy agenda in 2011:



Approximately 30% of Hoosiers are completely protected from secondhand smoke exposure in the workplace as a result of 18 communities adopting comprehensive smokefree air laws.



From 2011 to 2013, the Indiana adult smoking rate decreased from 25.6% to 21.9% (NATS).



Currently, there are 12 Complete Streets policies in the state which cover roughly 46% of Indiana



There are 17 school districts that include 30 minutes of physical activity a day in their school wellness policy, benefiting approximately 80,000

The ICC provides unique tools and targeted technical assistance to increase the capacity and infrastructure to influence PSE change interventions. The results demonstrate PSE changes are positively influencing health behaviors and increasing opportunities for Indiana residents to engage in healthier behaviors. It is important for state cancer control programs continue educating and providing the evidence base to support PSE change as a way to reduce the risk and burden of cancer. To learn more about cancer control, visit: www.indianacancer.org.

Acknowledgements

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